

March 20, 1961

# fashion calendar 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 17, 1961</u>			
Thursday March 16 11:30 A.M.	SPRING-SUMMER FASHIONS BY TWO DESIGNERS Fashions by Gigliola Curriel of Milan and Bernard Newman of the U.S.A. (For release, Mon., March 20.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday March 16 4:30 P.M. Cocktails	SHOWING OF PAST AND FUTURE SHOE FASHIONS "A Century Of Shoe Fashions, 1911..1961..2011"--presentation of Spring and Summer shoes, 1961...a nostalgic remembrance of shoes past...and a provocative glimpse of shoes future by noted designers. For consumer press, by invitation. Contact: Trudy Stamm at Ruder & Finn, PL. 9-1800.	A.S. BECK SHOE CORP. (25 WEST 43RD STREET)	HOTEL PIERRE ROOF GARDEN
Thursday March 16 5:00 P.M.- 7:00 P.M.	PREVIEW OF NEW PATTERNS: PAPER PLATES AND CUPS Showing of new colors and patterns in paper cups and plates. By invitation. Contact: Maggie Murphy, Farley Manning Public Relations, OX. 7-7292.	PAPER CUP AND PLATE INDUSTRIES	LOTOS CLUB 5 EAST 66TH STREET
March 17	ST. PATRICK'S DAY -- Friday.		
March 17	ELIZABETH ARDEN'S RELEASE DATE--Spring Preview, March 15.		
Just Released	MEN'S WEAR COLOR CARD, SPRING '62 Thirty-three shades for men's Spring colors 1962, including Projection Colors. Contact: Midge Wilson, MU. 5-5881.	COLOR ASSOCIATION OF U.S.A. INC.	200 MADISON AVENUE
<u>WEEK BEGINNING SUNDAY, MARCH 19, 1961</u>			
Sunday March 19 1:00 P.M. Brunch	SPORTSWEAR FASHIONS DURING BRUNCH Sportswear and at-home fashions designed by Monte Streitfield. Shoes-- Fiorentina. Reservations--\$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, MU. 9-8542.	STREGA N.Y., INC. (1407 BROADWAY)	HAMPSHIRE HOUSE FOUNTAIN ROOM
March 20	BERGDORF GOODMAN'S RELEASE DATE--Fashion Preview, March 16 (See above).		
Beginning Monday March 20	READY-TO-WEAR FALL COLLECTION Fall collection of suits, dresses, separates in tweeds and wool knits. By appointment. Contact: Virginia Krementz, PL. 3-4464.	STRELITZ OF IRELAND	VIRGINIA KREMENTZ, LTD. 42 W. 58 ST., RM. 203
Tuesday March 21 9:00 A.M.- 11:00 A.M.	PREVIEW OF SPRING FABRICS Schumacher's collection of Spring fabrics. By invitation. Publicity: Mr. Rene Carillo, LO. 5-5700.	F. SCHUMACHER & CO.	535 MADISON AVENUE MAIN FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 21 4:00 P.M. Champagne	PRESS PREVIEW: ISRAELI KNITTED FASHIONS Preview of Fall wool knitted costumes, suits and dresses. From Israeli to greet the press--Lilli Malchi, designer; Trude Bloch, production manager; Mr. F.H. Bloch, managing director. <u>Showing promptly at 4:30 P.M.</u> By invitation. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.	ALED ORIGINALS LTD. (1410 BROADWAY)	ISRAELI CONSULATE 11 EAST 70TH STREET
Thursday March 23 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Showing of Nathan & Strong's Summer fashions available at "Miss Bergdorf." Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director and Commentator: Mary Alice Rice, CI. 6-1790.	NATHAN & STRONG	HOTEL PLAZA PERSIAN ROOM
Thursday March 23 4:00 P.M. Champagne	PREVIEW: COORDINATES & SPORTSWEAR FOR FALL "California Kaleidoscope"--showing of coordinates and sportswear collection for Fall. For press and buyers, by invitation. Publicity: Joy Frizze, 611 Mission, San Francisco. (Showing in Los Angeles, Wed., March 8 at 8:30 A.M., breakfast, at the Sheraton West Hotel.) By invitation. Contact: Mervin Brown, Madison 6-2287 in L.A. Contact in New York: Susan Shaw, LO. 5-2442.	KORET OF CALIFORNIA	1407 BROADWAY SHOWROOM - 4TH FLOOR
Friday March 24 12:00 Noon Luncheon	COSMETICS DIVISION LUNCHEON MEETING "Three Cosmetic Views: Wall Street, 57th Street, Madison Avenue." Speakers: David Loehwing, "Barron's Weekly"; Helen Van Slyke, Henri Bendel; Kay Daly, Norman, Craig & Kummel. Co-chairmen: Karllys Daly and Margaret Bickel. Price: \$8.00 (members); \$10.00 (guests). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Sunday March 26 1:00 P.M. Brunch	COUTURE FASHIONS DURING BRUNCH Daytime and evening fashions by Sarimi. Shoes--Fiorentina. Reservations--\$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th St., MU. 9-8542.	SARIMI, INC. (550 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
March 26	HOLY WEEK ( <u>March 26 - April 1</u> )		
Monday March 27 12:30 P.M. Luncheon	FASHION SHOW OF THE MONTH Showing of Adele Simpson's Summer fashions available at De Pinna. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. De Pinna Publicity: Betty Flannery, PL. 7-9000. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	SHERATON-EAST HOTEL BALLROOM
March 31	GOOD FRIDAY.		
March 31	PASSOVER -- begins Friday, at sundown. (April 1 - April 8).		
Saturday April 1- April 9	FIFTH EDITION OF AUTOMOBILE SHOW Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--\$1.50; Children 75¢. Publicity: United Public Relations, PL. 1-3950.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE



DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK CITY

Saturday April 1 2:00 P.M.	FIFTEENTH ANNUAL EASTER EGG-ROLLING Arnold Constable will present their fifteenth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80TH ST.)
Sunday April 2 12:00 Noon Luncheon	SPRING-INTO-SUMMER FASHIONS AT LUNCHEON Easter showing of dresses by Nathan & Strong and N.S. Juniors. Hats--Emme Boutique. Showing at 3:00 P.M. Fashion Director and Commentator: Mia Grau. Reservations--\$7.50. Contact: "Mr. Manca," EL. 5-3000, Ext.242.	NATHAN & STRONG; N.S. JUNIORS	WALDORF-ASTORIA PEACOCK ALLEY
Sunday April 2 1:00 P.M.	EASTER SHOWING OF SPRING MILLINERY John Frederics will present his Spring collection of millinery for the benefit of The Judson Health Center. Furs--Esther Dorothy. Reservations--\$11.00. Contact: "Banquet Dept.," PL. 9-3000. John Frederics Publicity: Ronald Forstadt, CI. 7-7745. Plaza Fashion Director and Commentator: Mary Alice Rice, CI. 6-1790.	JOHN FREDERICS	HOTEL PLAZA RENDEZVOUS ROOM
Sunday April 2 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Fashions by Roxanne for Samuel Winston; hats--Mr. John; jewelry--Cartier. For benefit of The Lighthouse For The Blind. Tickets: \$8.50. Reservations, contact: "Andre," TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	SAMUEL WINSTON; MR. JOHN; CARTIER	HOTEL PIERRE COTILLION ROOM
Sunday April 2 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY Mr. John will show his "American Tradition" collection of custom hats, couture, furs and accessories; also "Man Of Distinction" hats and accessories. For benefit of Girls' Club of New York. Reservations--\$12.50; "Banquet Dept.," PL. 5-1000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	MR. JOHN, INC.	SHERATON-EAST HOTEL BALLROOM
Sunday April 2 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Designs of: Countess Alexander; Dorothy Dickerson; Seymour Jacobson; Vera Maxwell; Pattullo-Jo Copeland; Maurice Rentner; Rudolf Gowns; Sarmi; Scaasi; Terry-Allen. Suits--Bellciano. Hats--Emme. Furs--Ben Kahn. Children's dresses--Cinderella. Toddlers' dresses--Nannette. Cosmetics--Tussy. Showing at 1:45 P.M. Fashion Show Director and Commentator: Mia Grau. Reservations--\$7.50. Contact: "Mr. Louis," EL. 5-3000, Ext. 242.	LEADING DESIGNERS	WALDORF-ASTORIA EMPIRE ROOM
Sunday April 2 1:00 P.M. And 3:00 P.M. Brunch	SPRING FASHIONS AT EASTER BRUNCH Spring custom-made fashions by Martier-Raymond. Shoes--Silvia of Fiorentina. Hats--Vincent-Harmik. Furs--Fredrica. Gloves--Kislav. Jewelry--Int'l Cultured Pearls. Coiffures--Tony Migliaro. Reservations--\$6.00. Contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	MARTIER-RAYMOND	HAMPSHIRE HOUSE FOUNTAIN ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 4 2:00 P.M.	OPENING: EARLY FALL COAT COLLECTION Showing of Originala's early Fall coat collection. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR By appointment.
Tuesday April 4 3:00 P.M.	PREVIEW OF FALL COUTURE KNITWEAR Fall couture knitwear collection from Tricosa of Paris - dresses, coats, suits and coordinates. By invitation. Thereafter continuous daily showings. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 7TH FLOOR
Tuesday April 4 8:00 P.M. Supper; Dancing	"AN EVENING WITH AMERICAN FASHION" The Fashion Group's third annual Evening Gala will this year honor American designers. Chairmen: Eugenia Sheppard, general chmn.; Sally Kirkland, fashion show; Eleanor Lambert, publicity; Margaret Macy, program book; Elizabeth Stout, advertising. Price: \$25.00 per person. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday April 11 1:00 P.M.	OPENING: EARLY FALL DRESS COLLECTION The Mr. Mort early Fall junior dress collection, designed by Lee Evans, will be presented at one showing only. By admission card. Contact: Grace Alpern, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday April 13 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING Fall, Winter and Resort 1961 fabrics. Co-chmn.: Margaret Markley and Conoldine Burnett. Prices: \$8.00 (members), \$10.00 (guests). Exhibit from 10:00 A.M. to 3:00 P.M.; admission \$1.00 at door for those not holding luncheon ticket. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
April 15	FEDERAL AND STATE INCOME TAXES DUE.		
Saturday April 22 10:00 A.M.- 4:00 P.M.	BENEFIT TOUR: "HOW YOUNG DESIGNERS LIVE" A tour of young designers' homes, featuring those of N.S.I.D. professional members, for benefit of the N.S.I.D. Student Scholarship Fund. Tickets: \$5.00. Contact: JU. 2-1421.	NATIONAL SOCIETY OF INTERIOR DESIGNERS	157 WEST 57TH STREET
Friday April 28 8:30 P.M.	THIRD ANNUAL EMBASSY BALL Italy will be honored at this year's Embassy Ball. Proceeds, underwritten by Fiat, Snia Viscose, Vespa and three American firms will be divided between the Children's Asthma Research Institute of Denver and Professor Cocchi's Ospedalino Meyer for Children of Florence, Italy. Price--\$75.00 per person. Contact: Miss Vine Phoenix at Embassy Foundation, PL. 7-8187. Publicity: Rasponi Assoc., 667 Madison Avenue, TE. 8-8171.	EMBASSY FOUNDATION (171 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday May 3- May 13	FIFTH ANNUAL WORLD TRADE FAIR More than 3000 exhibits, with products and raw materials from over 60 countries; also women's fashions. Press Preview, Tues., May 2 from 2:00 P.M. - 5:00 P.M. Tickets: \$1.50 (adults); 75¢ (children). Publicity: David Jacobson at United Public Relations, PL. 1-3950.	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 5 3:00 P.M.	SPRING AND SUMMER FASHION SHOW Theme: "Making the Scene at 7th Avenue"--Spring and Summer fashions from Stern's modeled, coordinated and commented by students of the Laboratory Inst. of Merch'g senior class. By invitation. Contact: Mrs. Bessie Wing, PL. 2-1530.	LABORATORY INST. OF FASHION MERCHANDISING	WALDORF-ASTORIA SERT ROOM
Sunday May 14	MOTHER'S DAY. Theme: "For The World's Best Mom". Contact: Rose Lee Mendelsohn, 129 West 30th Street, LO. 5-4700.		
Tuesday May 16 9:00 A.M. Breakfast	ANNUAL SUB-TEEN FASHION & AMERICAN GIRL MERCHANDISING CLINIC MAGAZINE Complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade press and merchandisers. (Note Change Of Hotel.) Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900.		SHERATON-ATLANTIC B'WAY & 34TH STREET
Tuesday May 16 12:00 Noon Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS Showing of Nelly de Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Tuesday May 23 5:30 P.M.- 7:30 P.M.	ANNUAL BLUE GRASS PARTY Elizabeth Arden's annual "Blue Grass Party" for beauty editors and retail buyers. By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF
Thursday May 25 3:30 P.M. Cocktails	"BREAKFAST IN THE AFTERNOON" - PREVIEW Special afternoon performance for out-of-town retailers, press and trade. By invitation and ticket only. Contact: Julie Buddy, fashion director, OX. 5-1200. Breakfast at 7:30 A.M. on May 23, 24, 25, 31, June 1, 2, 5, 6, 7, 8, 9, 12, 13, 14, 15. For ticket contact: Florence Covino, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
May 30	MEMORIAL DAY (Tuesday) -- Legal Holiday.		
Tuesday June 6 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing, Wed., June 7 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8685. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday June 7 11:00 A.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION The James Terence Brady Fall-Winter fur collection, designed for Fantasia, followed by cocktails and luncheon. By invitation. Contact: LA. 4-0330.	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 7 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter fur collection. By invitation. Contact: Louis Brown, AL. 5-3035.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR



BALLET...MOVIES...THEATRE...OPERA

- Thursday  
March 16 PREMIERE: "THE ABSENT-MINDED PROFESSOR" (Movie) MUSIC HALL, 6 AVE. & 50 ST.  
A Walt Disney production, released by Buena Vista Distribution, based on the story by Samuel W. Taylor, starring Fred MacMurray, Nancy Olson, Keenan Wynn, Tommy Kirk, Ed Wynn. Director: Robert Stevenson. Publicity: Charles Levy, PL. 9-3880. Also, 29th annual "Glory Of Easter" cathedral pageant. Music Hall Publicity: Edward Serlin, CI. 6-4600.
- Thursday  
March 16 OPENING: "HAMLET" PHOENIX THEATRE, 2ND AVE. & 12TH STREET  
T. Edward Hambleton and Stuart Vaughn will present the Shakespearian masterpiece, with Donald Madden, Patricia Falkenhead, Albert Quinton. Director: Stuart Vaughn. Costumes: Peter Wingate. Publicity: Bernstein-Kornzweig, JU. 2-2490.
- Monday  
March 20 TWENTY-SECOND WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.  
Mon., March 20: Alban Berg's Wozzeck. Tues., March 21: In Philadelphia. Wed., March 22: Wagner's Parsifal. Thurs., March 23: Verdi's Don Carlos. Fri., March 24: Puccini's Turandot. Sat. Mat., March 25: Richard Strauss' Elektra. Sat. Eve., March 25: Mozart's Don Giovanni. Publicity: Francis Robinson, PE. 6-1200.
- Tuesday  
March 21 SECOND WEEK: N.Y. CITY BALLET N.Y. CITY CENTER, 131 WEST 55TH STREET  
Tues., March 21: Fanfare, Liebeslieder Walzer, Firebird. Wed., March 22: Don Sebastian Var., Electronics, Ebony Concerto, Symphony in C. Thurs., March 23: Don Sebastian Var., Prodigal Son, Pas De Dix, Firebird. Fri., March 24: Firebird, Prodigal Son, Pas De Deux, Stars And Stripes. Sat. Mat., March 25: Swan Lake, Interplay, Con Amore, Fanfare. Sat. Eve., March 25: Serenade, Medea, Creation Of The World, Western Symphony. Sun. Mat., March 26: Don Sebastian Var., Electronics, Con Amore, Firebird. Sun. Eve., March 26: Don Sebastian Var., Modern Jazz, Liebeslieder Walzer. Publicity: Philip Bloom, YU. 6-1340.
- Tuesday  
March 28 OPENING: "A FAR COUNTRY" MUSIC BOX THEATRE, 239 WEST 45TH STREET  
Roger L. Stevens and Joel Schenker will present the play by Henry Denker, starring Kim Stanley, Steven Hill, John Wanamaker with Lili Darvis, Salome Jens, George Gaynes. Director: Alfred Ryder. Costumes: Ann Roth. Publicity: Seymour Krawitz, TR. 7-7584.
- Thursday  
March 30 PREMIERE: "A RAISIN IN THE SUN" (Movie) FORUM & TRANS-LUX 52ND STREET  
Columbia Picture production of prize-winning play, starring Sidney Poitier, Claudia McNeil, Ruby Dee with Diana Sands, Ivan Dixon, John Fiedler, Louis Gossett, adapted by the author Lorraine Hansberry. Producers: David Susskind and Philip Rose. Director: Daniel Petrie. Publicity: Hortense Schorr, PL. 1-4400.
- Thursday  
March 30 PREMIERE: "ONE EYED JACKS" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET  
Starring Marlon Brando, Karl Malden, Katy Jurado and introducing Pina Pellicer, presented by Paramount in VistaVision and Technicolor, based on the death of Henry Jones in the novel by Charles Neider. Producer: Frank P. Rosenberg. Director: Marlon Brando. Publicity: Harold Rand, BR. 9-8700.
- Thursday  
March 30 OPENING: "THE HAPPIEST GIRL IN THE WORLD" MARTIN BECK, 302 W. 45TH ST.  
Starring Cyril Ritchard, Janice Rule with Bruce Yarnell, John Napier, Dran Seitz, in the musical by E.Y. Harburg, based on Greek legends. Director: Cyril Ritchard. Sets and Lighting: William & Jean Eckart. Costumes: Robert Fletcher. Publicity: Bill Doll, JU. 6-8894.



# 1962

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OCTOBER	NOVEMBER	DECEMBER
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